



Hilbert Vogt

DATA ANALYST

CONTACT

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(123) 456-7890 

Berling, De 

[LinkedIn](#) 

EDUCATION

B.S.

Mathematics and
Economics

Freie Universität Berlin

September 2010 - April 2014

Berlin, De

SKILLS

SQL

Data summary

T-test &

Discrimination
analysis

Tableau

Python (Pandas, Numpy,

Matplotlib, Scipy)

WORK EXPERIENCE

Data Analyst

Fountain Company

May 2018 - current / Berlin, De

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
- Designed and implemented t-test for products to improve the conversion rate by 19 basis points and reduce churn by 12 basis points
- Built operational reporting in Tableau to find areas of improvement for contractors resulting in \$250K in annual incremental revenue
- Led a team of 4 full-time employees

Data Analyst

Wavery

September 2016 - March 2018 / Berlin, De

- Partnered directly with the executive team as the first data hire to formulate and report on KPIs across their web properties that received 225M visitors annually using SQL
- Built logistic regression and linear regression models to help the SEO team decide which keywords to target
- Collaborated with product managers to perform cohort analysis that identified an opportunity to reduce pricing by 22% for a segment of users to boost yearly revenue by \$730K
- Developed root cause reports to address problems with customer conversions, successfully revealing insights that boosted conversions by 32%

Product Modeling Analyst

Geiko

September 2014 - August 2016 / Berlin, De

- Developed and owned reporting for a nationwide retention program with Python, SQL, and Excel, saving ~90 hours of monthly labor
- Identified procedural areas of improvement through customer data, using SQL to help improve the profitability of a nationwide retention program by 8%
- Applied models and data to understand and predict repair costs for vehicles on the market, and presented findings to stakeholders